

Did you know  
you can...



Automate testing of up to eight versions of a single email campaign?

Without creating separate campaigns, or using third-party tools?

With Oracle Responsys Multivariate Testing, you can!

- Boost performance with optimized email campaigns
- Test up to eight versions compared to two in standard A/B testing
- Automatic deployment of the winning campaign version
- Save time with easy-to-do configuration and setup

### SUCCESS STORY!

A national pharmacy chain was unable to run multiple variant tests with their previous email marketing tool. They leveraged Responsys Multivariate Testing to test up to eight variations and automatically deploy the winning version.

#### The Results:

Drove incremental lift through rigorous subject line testing:

- +9% increase in unique open rate
- +14% increase in unique click-through rate
- +80K incremental site visits during the testing period

Your marketing team too can start using Multivariate Testing today - your campaign teams and CMO will thank you for it!

Try it and let us know what you think: [Using Multivariate Testing \(MVT\) for Email Campaigns](#)

More Kit Components: [Video](#), [Best Practices for Optimizing Email Campaigns with MVT](#)

